We claim:

1.      A method for determining preference results for a product having an attribute, the method comprising:

        calculating a base preference for the product;

        calculating a downside for the product; and

        calculating an upside for the product.

2.      The method of claim 1, wherein the base preference is the overall preference for the product where no test subject prefers the product on its delivery of the attribute.

3.      The method of claim 1, wherein the base preference is the ratio of the number of test subjects who preferred the product overall but not with respect to the attribute to the number of test subjects who did not prefer the product with respect to the attribute.

4.      The method of claim 1, wherein the downside is the incremental overall preference above the base preference attributable to the attribute.

5.      The method of claim 1, wherein calculating the downside for the product includes taking the difference between a base preference and an overall preference, wherein the overall preference is the ratio of the number of test subjects who preferred the product overall to the total number of test subjects.

6.      The method of claim 1, wherein the upside is the incremental overall preference attributable to the maximum potential attribute preference.

7.      The method of claim 1, wherein calculating an upside for the product includes taking the difference between the overall preference and the best preference, where the best preference is the ratio of the number of test subjects who preferred the product both overall and with respect to the attribute to the number of test subjects who preferred the product with respect to the attribute.

8. A method for developing a product having first and second attributes, the method comprising:

calculating a base preference, a downside, and an upside for the first attribute;

calculating a base preference, a downside, and an upside for the second attribute;

comparing the calculations to determine which attribute is superior; and

developing the product with the superior attribute.

9. The method of claim 8, wherein the base preference is the overall preference for the product where no test subject prefers the product on its delivery of an attribute.

10. The method of claim 8, wherein the base preference is the ratio of the number of test subjects who preferred the product overall but not with respect to the attribute to the number of test subjects who did not prefer the product with respect to the attribute.

11. The method of claim 8, wherein the downside is the incremental overall preference above the base preference attributable to the attribute.

12. The method of claim 8, wherein calculating the downside for the product includes taking the difference between a base preference and an overall preference, wherein the overall preference is the ratio of the number of test subjects who preferred the product overall to the total number of test subjects.

13. The method of claim 8, wherein the upside is the incremental overall preference attributable to the maximum potential attribute preference.

14. The method of claim 8, wherein calculating an upside for the product includes taking the difference between the overall preference and the best preference, where the best preference is the ratio of the number of test subjects who preferred the product both overall and with respect to the attribute to the number of test subjects who preferred the product with respect to the attribute.

15.    A method for determining preference results for a product having an attribute, the method comprising:

calculating a base preference for the product, wherein the base preference is the overall preference where no test subject prefers the product on its delivery of the attribute;

calculating a downside for the product, wherein the downside is the incremental overall preference above the base preference attributable to the attribute; and

calculating an upside for the product, wherein the upside is the incremental overall preference attributable to the maximum potential attribute preference.

16.    The method of claim 15, wherein the base preference is the ratio of the number of test subjects who preferred the product overall but not with respect to the attribute to the number of test subjects who did not prefer the product with respect to the attribute.

17.    The method of claim 15, wherein calculating the downside for the product includes taking the difference between the base preference and the overall preference, where the overall preference is the ratio of the number of test subjects who preferred the product overall to the total number of test subjects.

18.    The method of claim 15, wherein calculating an upside for the product includes taking the difference between the overall preference and the best preference, where the best preference is the ratio of the number of test subjects who preferred the product both overall and with respect to the attribute to the number of test subjects who preferred the product with respect to the attribute.

19.    A method for determining preference results from test subjects attributable to an attribute of a product, the method comprising:

calculating a base preference for the product, where the base preference is the ratio of the number of test subjects who preferred the product overall but not with

5    respect to the attribute to the number of test subjects who did not prefer the product with respect to the attribute;

calculating a downside for the product by taking the difference between the base preference and the overall preference, where the overall preference is the ratio of the number of test subjects who preferred the product overall to the total number of test

10    subjects; and

calculating an upside for the product by taking the difference between the overall preference and the best preference, where the best preference is the ratio of the number of test subjects who preferred the product both overall and with respect to the attribute to the number of test subjects who preferred the product with respect to the attribute.

15

20.     A test results interpretation system comprising:

a computer;

a computer code resident on the computer, wherein the code is adapted to calculate product preference upside and downside based on preference results; and

5                       means for incorporating nonpreferential results into the product preference calculation.

21. A test results interpretation system comprising:

a matrix of responses including preference results by input choices;

a computer code resident on a computer adapted to calculate product preference for a product by incorporating preference results and nonpreferential results.

22. The system of claim 21, wherein the computer code is adapted to calculate a base preference for the product.

23. The system of claim 22, wherein the base preference is the overall preference for the product where no test subject prefers the product on its delivery of an attribute.

24. The system of claim 22, wherein the base preference is the ratio of the number of test subjects who preferred the product overall but not with respect to the attribute to the number of test subjects who did not prefer the product with respect to the attribute.

25. The system of claim 21, wherein the computer code is adapted to calculate a downside for the product.

26. The system of claim 25, wherein the downside is the incremental overall preference above the base preference attributable to the attribute.

27. The method of claim 25, wherein calculating the downside for the product includes taking the difference between a base preference and an overall preference, wherein the overall preference is the ratio of the number of test subjects who preferred the product overall to the total number of test subjects.

28. The system of claim 21, wherein the computer code is adapted to calculate an upside for the product.

29. The system of claim 28, wherein the upside is the incremental overall preference attributable to the maximum potential attribute preference.

17

30.    The system of claim 28, wherein calculating an upside for the product includes taking the difference between the overall preference and the best preference, where the best preference is the ratio of the number of test subjects who preferred the product both overall and with respect to the attribute to the number of test subjects who

5    preferred the product with respect to the attribute.